



ATHOL-ROYALSTON REGIONAL SCHOOL DISTRICT

## ATHOL HIGH SCHOOL

2363 Main Street Athol, Massachusetts 01331

[www.rrsd.org/athol-high-school/](http://www.rrsd.org/athol-high-school/)

Mr. David P. King, Principal

Ms. Amanda Pagar Wein, Dean of Students

Mr. David St. Jean, Dean of Students

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Athol High School Community:

Good Morning. Today we start the process of deciding on a new mascot and moniker. A school staff and student group has developed our guiding principles that follow Athol High School's Vision Statement. In this process, school and community members will be asked to suggest a new mascot (image) and moniker (name). After the suggestion period, our partners at Heard Strategy and Storytelling will provide us with those results. The staff and student body groups will then review those results to make sure they meet the criteria and decide on a top ten list to move forward. At that point, a survey will be developed to gather additional feedback. The results of the survey will be used to guide the staff and student body groups through the process of distilling the options down to three. In the end, three suggestions will be moved forward to the school committee, who will make a final determination on our new mascot and moniker.

This process starts today, December 15 and runs through January 4, 2021. Submissions can be made by clicking on the link below and filling out the Google Form.

[https://docs.google.com/forms/d/e/1FAIpQLSfcbAA\\_v7XtEOMJrZNY4\\_8gWPi94RJshINzX1GImIhI6-cOaw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfcbAA_v7XtEOMJrZNY4_8gWPi94RJshINzX1GImIhI6-cOaw/viewform?usp=sf_link)

Submissions can also be submitted by filling out the attached paper form and mailing to, or dropping it off at, Athol High School.

Attached to this email is a press release that describes the process in more detail.

Also attached is our promotional flyer. Please do not hesitate to print and post this throughout the community.

Please do not hesitate to contact us if you have any questions regarding the process. Please direct questions to: [ahsmascot@rrsd.org](mailto:ahsmascot@rrsd.org)

Thank you for your participation.

Sincerely,

AHS Mascot Committee